



KENNY C. GUINN
Governor

STATE OF NEVADA
GAMING CONTROL BOARD

1919 E. College Parkway, P.O. Box 8003, Carson City, Nevada 89702
555 E. Washington Ave., Suite 2600, Las Vegas, Nevada 89101
3650 S. Pointe Cir., P.O. Box 31109, Laughlin, Nevada 89028
557 W. Silver St., Suite 207, Elko, Nevada 89801
495 Apple St., Reno, Nevada 89502

STEVE DuCHARME, *Chairman*
DENNIS K. NEILANDER, *Member*
BOBBY L. SILLER, *Member*

October 25, 1999

Las Vegas
(702) 486-2000

TO: ALL GAMING LICENSEES
SUBJECT: ADVERTISING CLAIMS

On February 24, 1994, the Board sent a letter concerning advertising claims to all nonrestricted licensees. Since that time, there have been numerous investigations conducted relative to these issues. This letter is meant to reaffirm the Board's position on the issue of advertising claims made by licensees.

The Board continues to receive complaints which usually focus on certain catch phrases or terms, such as: "loosest slots," ". . . best payback," ". . . most liberal slots," ". . . more machines paying back more money than anywhere else." These phrases may be statements or exaggerations that have no factual basis and cannot be supported with statistical data.

The Board will continue to investigate complaints of violations of Regulation 5.011(4) which provides that a licensee's "Failure to conduct advertising and public relations activities in accordance with decency, dignity, good taste, honesty, and inoffensiveness" may be determined to be an unsuitable method of operation. Licensees should ensure, prior to release, that any advertisement or claim can be substantiated through factual documentation.

Licensees may contact the Operations Unit of the Enforcement Division, at telephone number 486-2020, if they have any questions concerning this issue.

Sincerely,


Steve DuCharme
Chairman

SD/KC:bp